Salinas-California Rodeo
RODEO— 1930-1949
61894
LOCAL HISTORY

— CALIFORNIA —

29th SALINAS Rodeo



HORSE FAIR

STOCK SHOW

July 18 - 21 1940

OFFICIAL PROGRAM 15c

Salinas Public Library

Betty Crites, sophomore in Polytechnic High School, San Francisco, winner in the Outdoor High School Girl Contest in 1939, received a trip to Glacier National Park via Southern Pacific and Great Northern Ry.

Photograph by Ross A. Ross

Sunday, July 21

OUTDOOR HIGH SCHOOL GIRLS

Trip to Salinas via Treasure Island





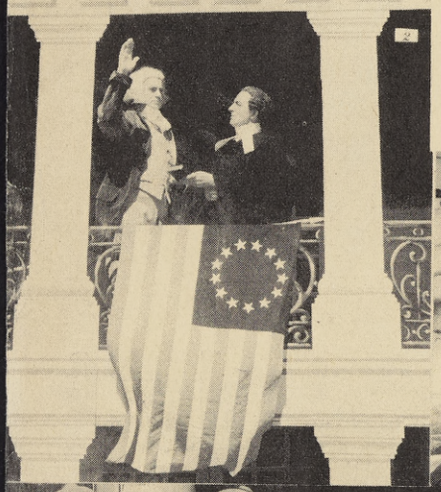
Each community in the State, through its Chamber of Commerce, is asked to select its outstanding Outdoor High School Girl, taking into consideration (1) her scholastic standing or intelligence, (2) her healthful outdoor appearance, (3) her personality and (4) her horsemanship. These representatives are given the opportunity to have a day at San Francisco, guests of Winterland Ice Follies, Post and Steiner Streets, Monday evening, July 15th; all day Tuesday, July 16th, at Treasure Island, meeting at the Mission Trails Building at 10:00, visiting the Palace of Fine Arts, luncheon at the Mission Trails Coffee Shop, guests of the Ice Frolics, Billy Rose's Aquacade, taking part in the finale of America, Cavalcade of a Nation!

If time permits, the contestants and their mothers will be guests of the Folies Bergere of 1941, Summertime Review and the Army Retreat, and will broadcast over the various radio stations on "Why my community is the best in California."

The day at the island is under the personal supervision of Walter Christie, Jr. Special Events Department of the Golden Gate International Exposition.

On the way to Salinas Tuesday, the girls and their mothers are given the opportunity to stop at Staggs Old Corral on the Bay Shore Highway near Palo Alto, to see a wonderful collection of old guns, stage coaches, covered wagons, western equipment and old musical instruments.





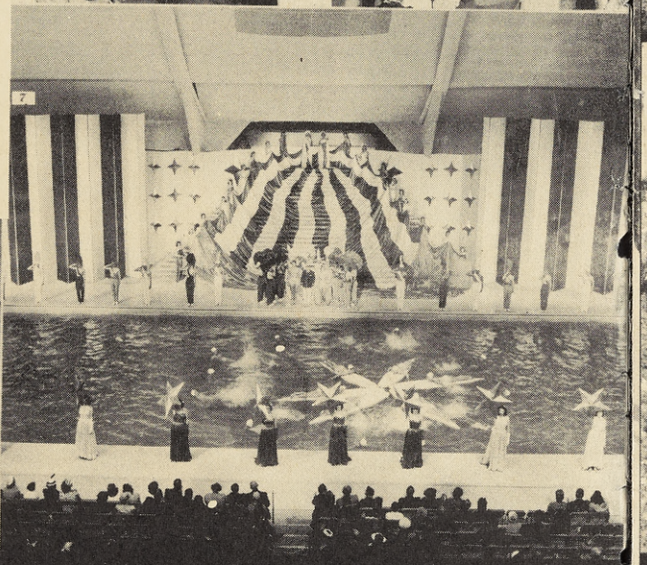
Left—

1. Ice Follies where girls will be guests.
2. George Washington, taking Oath of Office - America, Cavalcade of a Nation!
3. Outdoor Girls broadcasting with Commander Scott of the Greyhound Lines.
4. Interior of Staggs Old Corral on Bay Shore Highway.

Right—

5. Mission Trails Building.
6. Levi Strauss Exhibit—where contestants will be given pair Ladies Levis.
7. Billy Rose's Aquacade.



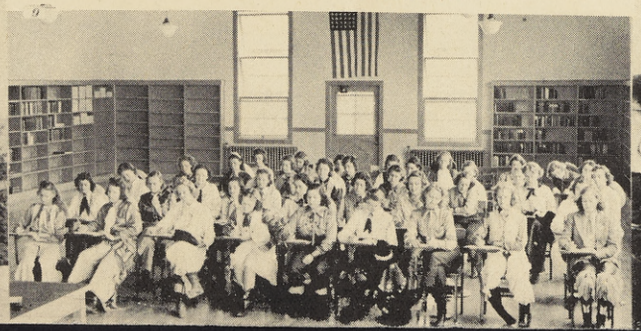




Choosing Outstanding Outdoor High School Girls In Salinas



8. Horsemanship—Wednesday afternoon at the Rodeo Grounds. (Note this picture was taken at Timberline Lodge *near* Portland, Oregon, where the winner and her mother are guests for one day, when en route to Glacier National Park).

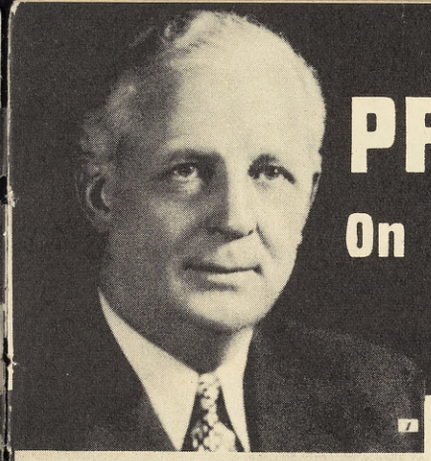


9. Contestants taking "intelligence" test at the Salinas Junior College.
10. Personality test handled by R. D. Case, Superintendent of Schools and Chairman of the Outdoor High School Girl Contest. He is assisted by former winners, Jane Pendergast and Barbara Rowland.



PRIZE TRIP TO GLACIER PARK

On Southern Pacific and Great Northern Railways



California's most outstanding outdoor high school girl, winning at Salinas, receives for herself and mother an all-expense trip to Glacier National Park, visiting points of interest in Portland and Seattle, as well as famous hotels and resorts in the Park, such as Lake McDonald, St. Mary Lake, Many Glacier Hotel, Swiftcurrent Lake, Grinnell Glacier, Prince of Wales Hotel in Canada, and many other places. Not only will she have the best that the Park offers, but will ride the finest trains — the streamlined Daylight, Cascade or Oregonian of the Southern Pacific, and the Empire Builder, leading train of the Great Northern's system.

The Glacier National Park is America's most sublime wilderness—1,500 square miles of unsurpassed grandeur and beauty. High up in the Rocky Mountain backbone of the continent, much of the Park area is above timber line, affording the sweeping views of rugged mountains, with glaciers extending down the gorges; of streams falling hundreds of feet over cliffs; of lakes large and small, in beautiful settings of mountain meadows or forested valleys.



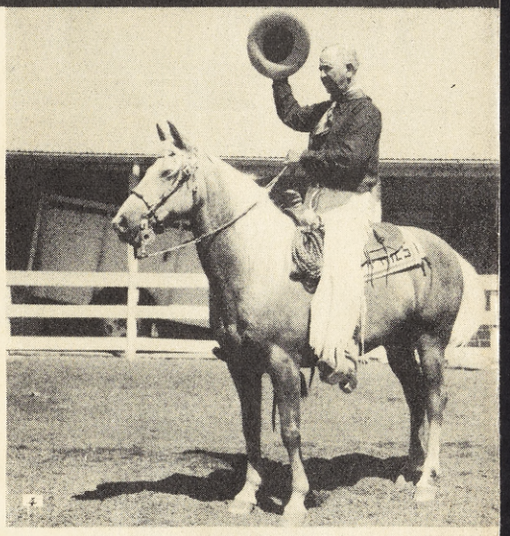
Upper Left—1.
GOVERNOR OLSON proclaims July 18 to 21 as Horsemanship Week in California and presents the winner with a certificate which entitles her and her mother to a trip to Glacier National Park or in lieu thereof $500 in cash to be used as a scholarship to any Junior College, College or University in California.

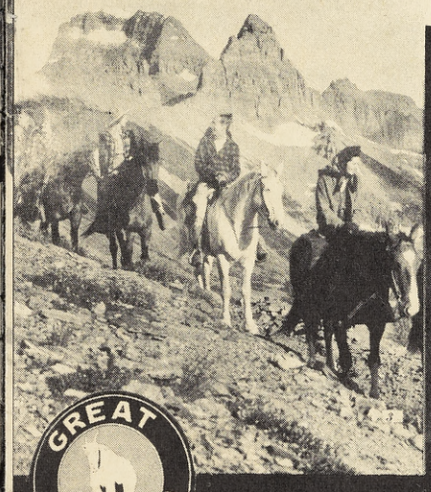
Below—2.
A. L. SCOTT, General Passenger Agent of the Great Northern Railway, presenting winner with certificate entitling her to membership in the Blackfeet Indian Tribe at Glacier National Park.

Left, third picture from top—3.
Glaciers in Glacier National Park.

Upper right—4.
WM. JEFFERY on Chiquito, World's Champion Best Reined Cowhorse. Second place winner will ride this horse in the Tournament of Roses Parade at Pasadena, January 1st and she and her mother will be guests of the Rose Bowl Football game that afternoon.

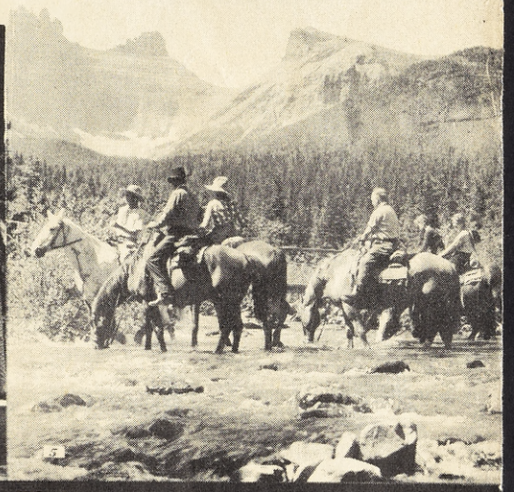
Below—5.
Another picture of Glacier National Park, with the winner taking a horseback trip.





Second Place Winner will take her trip to Pasadena via Pacific Greyhound Stages





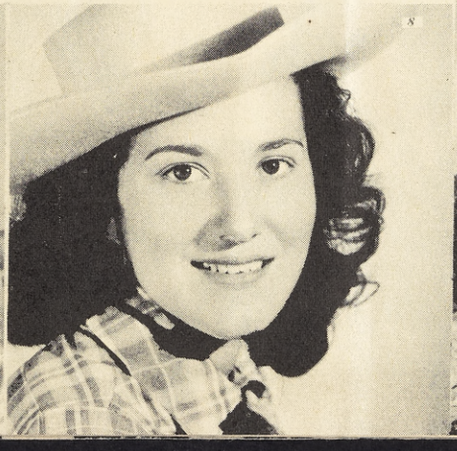
GREAT NORTHERN

Former Outdoor High School Girls

Left to right—

6. BARBARA ROWLAND—Santa Ana, Orange County, Winner Outdoor Girl contest 1935.
7. BERTHA HALL—Lebec, Kern County, Winner Outdoor Girl Contest 1936.
8. MARY ROSE CASE—Big Bear Lake, San Bernardino County, Winner Outdoor Girl contest 1937.
9. JANE PENDERGAST—San Francisco County-Galileo High School, Winner Outdoor Girl Contest 1938.
10. BETTY CRITES—San Francisco, Polytechnic High School, Winner Outdoor Girl contest 1939.



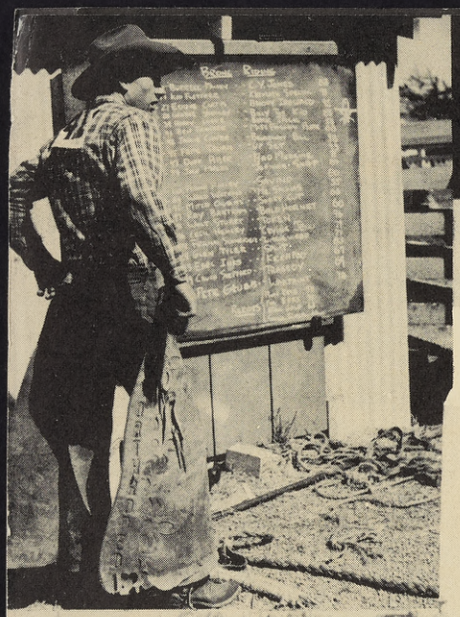


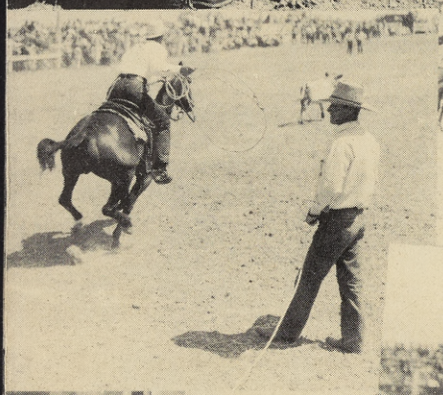




FAST ACTION

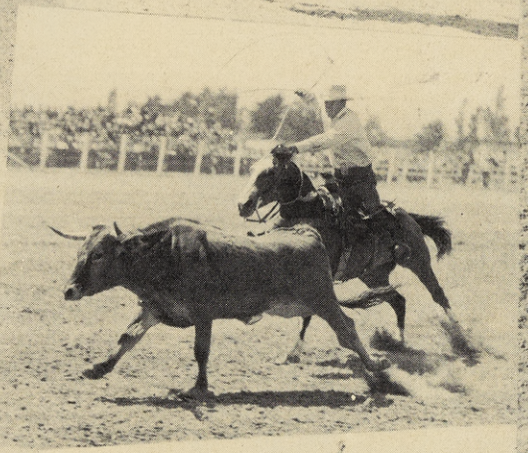
At Salinas there are seven major Rodeo Association of America Arena Events. The contestants receive two RAA points for each dollar won and the contestant receiving the most points at all RAA shows is declared World's Champion Cowboy at the end of the year. Those contestants winning most points in each event are champions in those events. Inasmuch as Salinas pays out the second largest amount of money per day in arena events, the Salinas Rodeo decides many of the championships. Below are shown many pictures of the arena events. Also are included pictures of Monty Montana, trick and fancy roper and rider in lower left hand corner, and news reel photographers in action in lower left hand corner.





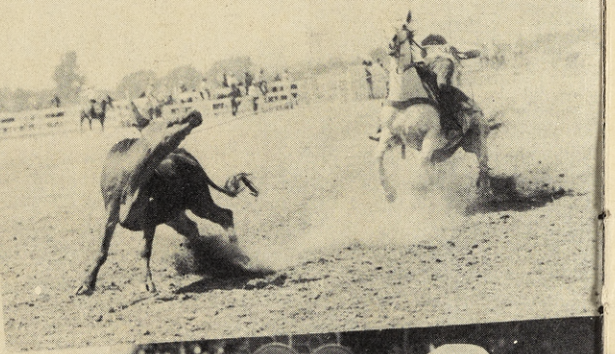






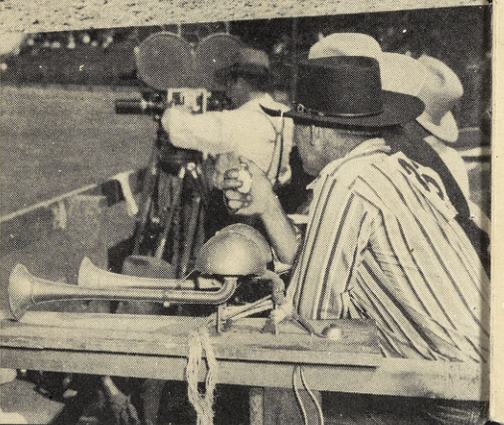












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DEL MONTE

America's Foremost Resort

After the rodeo, spend the night at Del Monte. It's informal.

Dine and Dance in the Bali Room every evening during Rodeo Week. RODEO NIGHT, Saturday evening, July 20th.

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Del Monte, California

H. MOFFAT CO.

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THIRD STREET AND ARTHUR AVENUE
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THE DAVIS—A Prize Winner

Saddle and equipment judged best shown in 1939

3 Piece Outfit—Price $2500.



Shown on Lelia Davis's Prize winning Morgan Stallion General BEN (Registered No. 7733) 1939 State Champion

Saddle: black hand stamped, wild rose design. Sterling silver mountings. Black and white wool posse roll. Bridle and breast collar to match.

CUSTOM MADE

KEYSTON BROS.

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Established 1868

755 Mission Street
San Francisco

ARENA EVENTS

SUNDAY, JULY 21, 1940

ANNOUNCER—ABE LEFTON
ANNOUNCING SYSTEM COURTESY GILMORE OIL CO.
HOMER HOCUM—CLOWN

ARENA JUDGES—Perry Ivory, Earl Thode.
TIMERS—Bud Silacci, Jack Hubbell, Duff Aber.
CHUTE JUDGE—Cuff Burrell.

2:00
ARENA EVENT NO. 1

BRAHMA BULL RIDING—Purse $700.00—Entrance Fee $10.00. All entrance fees will be added to purse and split—half of purse and half of all entrance fees will be divided, 40, 30, 20 and 10% for final prizes. Fourth of half of purse and fourth of half of all entry fees will be divided—40 30 20 and 10% for day moneys each day.

1st—Waltham Wrist Watch by Bigham's Rodeo Buffet—Salinas.

No. RIDER	BULL
41-Felix Cooper	12
134-Frankie Schneider	14
225-Weldom Bascom	26
183-John Bartram	2
179-Frank Mendes	25
157-Howard Brown	17
106-Bob Estes	38
49-Smoky Snyder	19
50-Duard Ryan	30
47-Carl Dossey	40
43-Bud Cook	34
88-Eddie Rogers	37
84-Loren Fredericks	23
73-Tony Benedictis	35
61-Carl Mendes	33
16-Dick Griffith	45
5-Smoky Moran	32
RE-RIDE	
225-Weldem Bascom	18

2:30
ARENA EVENT NO. 2

DALLY STEER ROPING—Purse $400.00—Entrance Fee $10.00. All entrance fees will be added to purse and split—half of purse and half of all entrance fees will be divided, 40, 30, 20, and 10% for final prizes. Third of half of half of purse and third of half of all entrance fees will be divided—40, 30, 20 and 10% for daily prizes for first three days.

1st—Waltham Wrist Watch by Bigham's Rodeo Buffet—Salinas.
2nd—Rope by Tubbs Cordage Company—S. F.

No. ROPER	No. ROPER
142-Tex Raibourn	181-Cleve Kelly
12-Asbury Schell	48-Buster Wolf
211-Ernest Gill	22-Charley Jones
205-Ken Boekenoogen	214-Henry Bird
99-Charles Akers	282-Sunny Hancock
137-Sonny Bernard	116-Sam How
136-Dell Owens	28-Dan DeRosa, Jr.
280-Homer Pettigrew	279-John Bowman
172-Allen Jespersen	234-Adolph Gill
91-Joe Edwards	74-Al Skelton
284-Irvin Bray	162-Bert Dozier
42-Hugh Strickland	262-Sidney Hardy
165-Jim Brister	177-Mickie Roberts
210-Bill Erickson	76-Gordon Davis
285-Jim Barbree	71-Tommy Rhodes
236-Ben Violini	213-Bill Boekenoogen
184-Lem Santos	195-Frank Galli
85-Sam White	265-Nick LeGrant
132-Joe DeMello	15-Wayne Cutler
32-Fox O'Callahan	110-Pete Grubb
62-Clay Carr	201Fred Alm

2:48
ARENA EVENT NO. 3

BRONC RIDING—Purse $1200.00—Entrance Fee $10.00. Fourth of half of purse and fourth of half of all entry fees will be divided—40, 30 20 and 10% for day moneys each day. All entrance fees will be added to purse and split—half of purse and half of all entrance fees will be divided—40, 30, 20 and 10% for final prizes.

1st—Silver Belt Set by Bisschop's Brass Rail—Salinas.
2nd—Waltham Wrist Watch by Bigham's Rodeo Buffet—Salinas.

No. RIDER	No. HORSE
7-Bart Clannon	43-C. B.
38-Nick Knight	56-Reservation
102-Fritz Truan	48-Sun Down
83-Walt Stuart	50-Jin Fizz
60-Cecil Henley	2-Split
95-Gene Pruitt	35-The Wasp
94-Bill McMacken	34-Look Out
86-Lloyd Hood	36-The Dego
250-Frank Molarius	12-Short Cut
64-Harry Logue	9-Klamath Special
58-Buck Wheeler	55-Red Bluff
72-Jackie Cooper	11-Crying Jew
96-Paul Carney	54-High Hat
45-Doff Aber	3-Johnny Snap
59-Chet McCarty	13-Indian Sign
34-Frankie Schneider	46-Tip Top
8-George Graves	57-Yellow Fever
110-Pete Grubb	1-The Swede

3:08
ARENA EVENT NO. 4

DALLY TEAM ROPING—Purse $800.00—Entrance Fee $20.00. All entrance fees will be added to purse and split—half of purse and half of all entrance fee wil be divided—40, 30, 20 and 10% for final prizes. Third of half of purse and third of half of all entrance fees will be divided—40, 30, 20 and 10% for daily prizes for first three days.

1st—Levi Dress Suits to winning team by Levi Strauss Co.—S. F.
1st—Wrist Watch by Bigham's Rodeo Buffet—Salinas.

1—	173-Frank Grimes	5—	15-Wayne Cutler
	135-Gerald Garner		17-Harold Muller
2—	236-Ben Violini	6—	136-Dell Owens
	182-Joe Violini		234-Adalph Gill
3—	241-Ernest George	7—	181-Cleve Kelley
	139-Truck Smith		221-Clark Nyswonger
4—	257-Noah Henry	8—	207-Joe Mendes
	200-Joe Souza		208-John Mendes
9—	71-Tommy Rhodes	21—	168-John Gerrig
	156-Chuck Sheppard		184-Len Santos
10—	126-G. F. Williamson	22—	110-Pete Grubb
	127-Ki Silacci		237-Charles Whitlow
11—	162-Bert Dozier	23—	13-Marion Vincent
	163-Pete Duckworth		172-Allen Jesperson
12—	279-John Bowman	24—	198-Ray Arano
	280-Homer Pettigrew		123-Cliff Kilfoyl
13—	63-Andy Jauregui	25—	194-Jim Indart
	91-Joe Edwards		195-Frank Galli
14—	111-French Walden	26—	12-Asbury Schell
	157-Howard Brown		62-Clay Carr
15—	284-Irvin Bray	27—	201-Fred Alms
	285-Jim Barbree		203-Hugh Clingman
16—	74-Al Skelton	28—	46-Harry Knight
	42-Hugh Strickland		109-Bill Clemons
17—	132-Joe DeMello	29—	116-Sam Howe
	83-Walt Stuart		57-Bill Clark
18—	118-Charles Parlett	30—	122-Ronald Russell
	130-Alvin Wells		125-Cap Evans
19—	147-Harold Vasche	31—	259-D. R. Wilder
	148-Tex Rudolph		267-Led Englesman
20—	180-Jim Perry	32—	75-Jim Hudson
	215-Joe Stuart		165-Jim Brister

3:10
3:33

MOUNTED MACHINE GUN DEMONSTRATION BY 2ND SQUADRON, 11TH CAVALRY

3:48
ARENA EVENT NO. 6



STEER WRESTLING—Purse $700.00 —Entrance Fee $15.00. All entrance fees will be added to purse and split —half of purse and half of all entrance fees will be divided—40, 30, 20, and 10% for final prizes.

1st—Waltham Wrist Watch by Bigham's Rodeo Buffet—Salinas.

No. WRESTLER	
94-Bill McMacken	207-Joe Mendes
96-Paul Carney	209-Walter Heacock
46-Harry Knight	218-Dick Herron
48-Buster Wolf	115-Glenn Shaw
280-Homer Pettigrew	102-Fritz Truan
208-John Mendes	128-Carroll Henry
203-Hugh Clingman	62-Clay Carr
103-Leonard Mitchell	114-Bill McGuire
	279-John Bowman

4:05
ARENA EVENT NO. 7

BAREBACK BRONC RIDING—Purse $600.00—Entrance Fee $10.00. All entrance fees will be added to purse and split—half of purse and half of all entrance fees willbe divided—40, 30, 20 and 10% for final prizes. Fourth of half of purse and fourth of half of all entry fees will bedivided—40, 30, 20 and 10% for day moneys

1st—Waltham Wrist Watch by Bigham's Rodeo Buffet—Salinas.

No. RIDER	HORSE
134-Frankie Schneider	58
202-Walter Padia	29
183-John Bartram	30
179-Frank Mendes	66
43-Bud Cook	90
73-Tony Benedicititts	28
167-Ray Bartram	19
159-Tiger Lopez	88
157-Howard Brown	86
110-Pete Grubb	92
106-Bob Estes	93
102-Fritz Truan	61
50-Duard Ryan	87
47-Carl Dossey	76
44-Chuck Haas	85
96-Paul Carney	81
88-Eddie Rogers	4
66-Joe Burrell	67
61-Carl Mendes	82
60-Cecil Henley	42
59-Chet McCarty	100
11-Doggie Davison	75
4-Buck Mills	77

4:25
ARENA EVENT NO. 8

CALF ROPING—Purse $800.00—Entrance Fee $30.00. All entrance fees will be added to purse and split—half of purse and half of all entrance fees will divided—40, 30, 20, and 10% for final prizes. Fourth of half of purse and fourth of half of all entrance fees will be divied—40, 30, 20 and 10% for day moneys each day.

1st—Timer Wrist Watch by Plymouth Cordage Co.—S. F.
2nd—Rope by Tubbs Cordage Co.—S. F.
2nd—Wrist Watch by Bigham's Rodeo Buffet—Salinas.

No. ROPER	No. ROPER
12-Asbury Schell	151-Kenneth Gunter
17-H. H. Muller	156-Chuck Sheppard
22-Chas. Jones	165-Jim Brister
62-Clay Carr	166-Don Wilkins
63-Andy Jauregui	172-Allen Jesperson
71-Tommy Rhodes	181-Cleve Kelley
74-Al Skelton	203-Hugh Clingman
75-Jim Hudson	208-John Mendes
76-Gordon Davis	234-Adolph Gill
77-Bill Richardson	267-Led Engleman
91-Joe Edwards	279-John Bowman
100-John Wofford	280-Homer Pettigrew
32-Fox O'Callahan	281-Earl Moore
42-Hugh Strickland	282-Sonny Hancock
48-Buster Wolf	

4:54
ARENA EVENT NO. 9

CALF RIDING—Purse $100.00

317-Paul Vargas	326-Jack McCoy
318-Earl Burns	327-John Reames
319-Ray Carpenter	328-Paul Giles
320-Charleston White	329-John Crabtree
321-Lamar Blair	330-Eddie Ranner
322-Richard Fansler	331-Fred Gatzman
324-Dee Chapman	332-Donald Burch
325-Lee Chapman	333-Buddie Agrez

4:56
ARENA EVENT NO. 10

WILD COW MILKING—Purse $300.00—Entrance Fee $5.00. All entrance fees will be added to purse. Fourth of purse and fourth of all entrance fees will be divided—40, 30, 20 and 10% for daily moneys each day.

No.	MILKER	
291-Phil Winneger		53-Jim Richards
118-Charles Parlett		286-Glenn Wilson
154-Harry Rose		98-Harold Gill
31-Wilbur McKenzie		282-Suny Hancock
124-Robert Hemphill		184-Lem Santos
125-Cap Evans		213-Bill Boekenoogen
13-Marian Vincent		155-Dan Southworth
107-Johnny Aranciba		201-Fred Alm
55-Louis Galindo		289-John Quirin
281-Earl Moore		200-Joe Souza

TRACK EVENTS

TRACK STARTER—H. Elander.
TRACK JUDGES—Bill Stalyng, Fred Dorrence, Don Evans.

2:00
TRACK EVENT NO. 1

SHERIFFS POSSES—California Rodeo Trophy to Mounted Group of 10 or more horses.

BEST PARADE HORSE AND OUTFIT

Judges pick best lady and best man each first three days. On Sunday the six lead the parade and fourth couple is selected, and from these best lady and best man are picked for finals. It is not necessary to enter for this event.

Men

1st—Silver Bit by Leach's Pharmacy—Salinas.
2nd—Pair Justin Boots by The Hub, Whitehill's—Salinas.

Women

1st—Silver Plate. Native Daughters of the Golden West, Salinas,
2nd—Set of Pottery by Ambler's Pottery Shop—Salinas.

BEST JUNIOR BOY 15 OR UNDER IN DAILY PARADE

Pusre, $15.00. $2.550 ech day. $5.00 final. No necessary to enter. Presented by Business & Professional Women's Club of Salinas.

BEST JUNIOR GIRL 15 OR UNDER IN DAIL PARADE

Purse $15.00. $2.50 per day. $5.00 final. Not necessary to enter. Presented by—The California Rodeo Ass'n.

MOST ELABORATE OUTFIT

Not necessary for owner to ride. To be exhibited when and in such manner as the judges decide. Horse and equipment cannot be shown in Track Event No. 7 or No. 20. Horse and equipment must belong to one man.

1st—Hotel Del Monte trophy.
2nd—Silver Pitcher by Tynan Lumber Company, Salinas.

80-Geo. M. Lawrence	295-June Bishop
140-Leslie Davis	299-A. L. Benson
277-Jimmie Griffin	300-Mrs. A. L. Benson
293-Coy Griffin	294-Harold Bishop

2:08
TRACK EVENT NO. 2
COWBOY RELAY RACE
One and One-Half Miles

Entrance fee $2.50 per team. Purse 860.00 Daily Prizes 215.; $100.; $70. and $45. Riders will be allowed three horses and one assistant for each horse and are to mount, dismount, saddle and unsaddle without assistance, and **wear colors when riding.**

HORSE	RIDER	OWNER
1	F. Burke	H Calvery
2	J. Mallory	J. J. Millerick
3	E. Rossall	E. Rossall
4	Floyd Murphy	Floyd Murphy
5	Burel McBrien	Cuff Burrell

2:15
TRACK EVENT NO. 3
BEST COWHORSE—NOVICE CLASS

Purse $150. Entrance fee, $5.00. Horses to be shown as judges desire. Horses must be serviceably sound and free from natural blemishes. All horses to be shown in Spanish or Half-Breed bits. No bosal, nose strap or martingale. All chin straps must be plain leather. All other types barred. Points: rein, 35%; conformation 30%; manners 35%. Open to horses that have not won a first prize at any show prior to January 1, 1940, or horse which has not won 1st, 2nd, 3rd, or 4th place previously at this show in this event. **No contract outfit allowed to enter.** Purse and entry fees to be divided 40, 30, 220, 10%. Horses shown cannot go in open class or reined class. Stallion or mare to be judged equally. Working cattle to play an important part in judging this class. Stallions, mares or geldings judged equally.

1st—C. H. Sooy Cup by Mr. C. H. (Bert) Sooy....S. F.
2nd—Silver Reins by Norte and Olsen Saddle Company—S. F.
3rd—$10.00 Merchandise order by Garcia Saddlery—Salinas.

23-G. Wesley Lyons	241-Ernest George
29-Ray Martin	121-Sam Rodriguez
67-Lizell Faxon	131-Joe Mattos
90-Jack Etcheverry, Jr.	139-Truck Smith
104-Mrs. Muriel W. Phelps	144-Shela Moore
113-Al Ray	150-John O'Jeda
185-A. K. Beckley	278-Bill Bowen
192-Lola Galli	286-Glex Wilson
194-Jim Indart	292-Rose Whitman
196-Bill Caldera	104-Mrs. Muriel V. Phelps
199-Bill Hargis	

2:38
TRACK EVENT NO. 4

Finals Half-Thoroughbreds and Thoroughbreds—Three Counties

Half mile for first and second winers. Must have four entries or event will not be held. Decision of Judges final in regard to elegibilty of a horse. Entry fee $5.00. Purse $80: 1st, $32; 2nd, $24; 3rd, $16; 4th, $8. Entry fees added and divided, 40-30-20-10%. This race made up of 1st and 2nd of Thursday, Friday and Saturday. Horses must be owned in and riders must be bona fide residents of San Benito, Monterey or Santa Cruz Counties.

HORSE	RIDER	OWNER
1 Day Break	Percival	H. Q. Troop
2 Elleon	Lester Rudin	Marvin Roberts
3 Mohawk	Rose Southworth	W. H. Southworth
4 Magician	Carlisle	B. Troop
5 Blazer	Ruth Miller	J. B. Miller
6 Colcus	F. Burke	Capt. Thompson

2:43
TRACK EVENT NO. 5
BEST HACKAMORE HORSE

Prize $100: 1st, $40; 2nd, $30; 3rd, $20; 4th, $10. Entrance fee $5.00. Entrance fees added to purse and divided 40, 30, 20, 10%. Points: conformation, 30%; rein, 35%; manners, 35●. Horses must be under 6 years of age. Horses will be inspected for age and soundness by official veterinarian of the California Rodeo. whose decision shall be final. Horse cannot show more than one year.

1st—Silver Bit by Visalia Stock Saddle Company—S. F.
2nd—Pair Spurs by California Rodeo Association.
3rd—Trophy by Salinas Hardware Company.

69-Chester Cook	249-Tom Belcher
104-Mrs. Muriel V. Phelps	131-Joe Mattos
173-Frank Grimes	142-Tex Raibourn
194-Jim Indart	241-Ernest George

2:53
TRACK EVENT NO. 6
FREE FOR ALL ONE-HALF MILE RACE—MEN

Purse $320. Entrance fee $5.00. Daily prizes $80: 1st, $40; 2nd, $25; 3rd, $15. Entrance fees added. Overnight entries must be made. Catch weight. **Riders must wear colors.**

HORSE	RIDER	OWNER
1 Bill the Kid	Burel McBrien	J. J. Millerick
2 Helen Catherine	Joe Malloy	J. J. Millerick
3 Turk	Lester Rudin	Marvin Roberts
4 Retake	Floyd Murphy	Cuff Burrell

2:58
TRACK EVENT NO. 7
BEST COWHORSE AND COWGIRL OUTFIT

Not necessary for owner to ride. Horse must be serviceably sound To be exhibited when and in such manner as judges may require. Horses or equipment cannot be shown in Event No. 8 and 9. Any contract outfit will not be allowed to compete. Horse and equipment must belong to one person or company.

1st—2-piece Luggage Set by J. C. Penney Company, Salinas.
2nd—Gold Cup by Salinas 20-30 Club.

9-Mrs. H. H. Stevens	197-Mrs. Jim Indart
67-Lizell Faxon	222-Mary Riley
68-Maida McCray	229-Marguerite Roberts
101-Lillian Dake	232-Mrs. C. E. Hunter
175-Marjorie Homer	252-Nettie Hansen
176-John Somavia	256-Geanne Hilman
190-Mari Hemphill	276-Dorothy Hill
191-Rose Caldera	290-Mrs. John E. Olson

BEST COWHORSE AND COWBOY OUTFIT

Not necessary for owner to ride. Horse must be serviceably sound. To be exhibited when and in such manner as judges may require. Horse or equipment cannot be shown in Event No. 8 and 20. Any horse and outfit belonging to any contract outfit will not be allowed to compete. Horses and equipment must belong to one person or company.

1st—Silver Belt by Al's Store for Men, Salinas.
2nd—Silver Headstall by Square Deal Lumber Co., Salinas.

23-G. Wesley Lyons	231-Roy O'Connell
26-Hillerid Comstock	246-O'Niell Ranch
90-Jack Etcheverry, Jr.	247-O'Niell Ranch
175-Marjorie Homer	248-O'Niell Ranch
226-Rae Martin	131-Joe Mattos
230-Jack Huber	275-O. J. Roen

3:08
TRACK EVENT NO. 8a

EXHIBITION BY WM. JEFFERY AND CHIQUITO, WORLD'S CHAMPION REINED HORSE

TRACK EVENT NO. 8b
MONTE MONTANA—TRICK AND FANCY ROPER

3:15
TRACK EVENT NO. 9

ONE HALF MILE RACE—Ladies. Purse, $320. Daily prizes, $80: 1st, $40; 2nd, $25; 3rd, $15. Overnight entries must be made. Entrance fee, $5. Catch weight. Riders must wear colors. Entrance fees added.

HORSE	RIDER	OWNER
1 Transfusion	Lois Grub	J. J. Millerick
2 Gibbons Lad	Isabelle Belden	A. Worth
3 Jean Mack	Della Shriver	A. G. Shriver
4 Jimmy	Leah Ferris	Cuff Burrell

3:21
TRACK EVENT NO. 10

TRICK RIDING BY: Bernice Taylor, Monte Montana, Louise Montana, Allan Patte, Myrtle Goodrich, Vern Goodrich, Dick Griffith.

3:28
TRACK EVENT NO. 11
COUNTY COWGIRL RACE—FINALS
300 Yards

Santa Clara, Monterey, San Benito County riders and horses only, run jointly. Purse $300. Entry fee $2.50, added to purse and divided 50, 30, 20%. Daily money $75. 1st, $40; 2nd, $20; 3rd, $15. Horse winning first each day eliminated. All first and second place horses of first three days to run in finals on Sunday. No contract horse or horses shipped with contract outfit will be allowed to start. Cowboy saddles MUST be used, Judges' decision final.

HORSE	RIDER	OWNER
1 Pat	Ruth Miller	J. B. Miller
2 Miss Forbes	M. Grimstead	Dick Collins
3 Dr. Moss	Geraldine Flint	Dick Collins
4 Cecil	Mrs. Faxon	Mrs. C. Faxon
5 Waimui	Helen Southworth	Tim Phillips
6 Sam	Irene Ayres	Irene Ayres

Don't Forget to Visit the Beach at Santa Cruz

THE CALIFORNIA RODEO

Hundreds of people living in Salinas and the neighboring communities give their time and expenses without any compensation whatsoever to the California Rodeo. They, therefore, are particularly anxious to learn of any discourtesies or overcharges, or any other reasons for complaints and welcome any constructive criticism or suggestions for improvement for another year.

This applies not only to the employees of the rodeo, and vendors of merchandise in the rodeo grounds, but also to merchants, hotels, restaurants, camp grounds and everyone serving guests of the rodeo at Salinas.

The California Rodeo is a non-profit corporation owned and controlled by cattlemen from all over California. Its purpose is to perpetuate the customs and pleasures of the early day cattlemen. Any undue roughness and cruelty to animals will not be tolerated and any contestant or employee who is cruel to any animal will be barred from further participation in any event. Cooperation of the contestants in seeing that there are no delays is appreciated by the management as well as the public. Any contestant who fails to appear when name is called is barred from further participation in that event and all entry fees forfeited. Judges may bar any participants who fail to appear in full cowboy regalia. Rodeo Association of America rules apply in all cases not herein enumerated. All rules are subject to change and additional information will be posted from time to time in the cowboy headquarters.

The management reserves the right to cancel any event herein listed without notice, and to refuse entry fees of any person and to return entry fees already paid.

RODEO BOX HOLDERS - 1940

A

27 F Aaroe, Anton
8 E Abbott, Carl H.
9 C Abbott, H. E.
34 A Adams, Russell
46 A A. D. H. Co.
16 E Agostini, Henry
43 B Ah Tye, Wallace
17 F Anderson, John
7 B Anderson, Walter
12 D Ansberry, J. H.
13 D Ansberry, J. H.
21 D Armstrong, J. A.
33 B Associated Seed Growers
8 D Ayer, C. W.

B

37 F Baird, Bruce
32 B Baltz, Herbert
3 E Bank of America
37 C Bardin, Jim G.
10 A Bardin, Oliver
22 B Bardin, Walter
9 A Benson, Robert P.
14 E Bergschicker, W. E.
48 A Bigham, A. C.
31 C Bingaman, E. W.
5 B Bingaman, W. H.
6 D Bomer, S. E.
17 E Bordges, E. H.
4 C Bramers, W. T.
6 C Breschini, Mrs. John
35 A Brinan, Louisa Martin
12 C Bryan, W.
2 B Butner, C. E.

C

25 E Calif. Pine Box Co.
32 E Case, R. D.
9 D Caswell, Paul
18 D Caswell, Paul
39 B Chappell, J. H.
33 A Chesholm, C.
31 B Christierson, S. V.
29 D Church, Bruce
34 E Church, Bruce
15 B Church, John
31 E Clark, A. H.
39 C City Council
23 E Cornell, Frank
24 E Cornell, Frank
9 B Cornett, I. B.
38 C Cornett, J. A.
1 D Cornett, S. C.
40 D Cozzens, H. F.
44 C Cumming, W. N.

D

33 D Daley, O. R.
32 D Daugherty, G. A.
21 C Dayton, F. E.
36 D Del Monte Properties Co.
15 F Dodge, R. W.
17 C Dougherty, E.
6 E Doud, Mrs. Thomas
12 B Dunning Motor Co.

E

42 D Evans, W. D. Jr.

F

35 E Farley, Walter
36 E Farley, Walter
7 E Farmers Mercantile Co.
26 B Faw, Claude
27 B Faw, Claude
19 E Fish, Sidney
45 F Forbes, Reg
47 A Foster-Kleiser Co.

G

13 B Garin, H. P.
8 A Gade, Capt. J. S.
17 B General Box Distributors
6 B Gilbart, W.
26 C Gilmore Oil Co.
23 C Gould, Geo. S.
26 D Grainger, W. B.
2 E Griffin, Allen
27 E Grissom, C. A.

H

30 D Haldorn, Stuart
22 C Hansen, Albert
38 D Harden, E. E.
19 D Hargis, W. H.
30 E Harris, Clyde E.
15 C Hartshorn, G. Lee
21 E Hatton, E. G.
25 C Hause, L. I.
43 D Hayward Lumber Co.
38 F Hayward Lumber Co.
23 D Hazlett, N. K.
28 C Hebbron, Elton
35 D Hebbron, Frank
14 D Howard, C. S.
18 C Hughes, Martha C.
17 D Hughes, Ralph L.
3 B Hunt, Harry
15 D Hunter, Will
22 D Hurt, Grover
43 E Hutton, W. H.

J

12 A Jefferson, J. K.
11 C Jeffery, Wm.
14 F Joy, Carol

K

34 B Kenner, J. D.
38 B Knowlton, E. L.

L

28 B Lacey, A. D.
24 B Lawler, Dr. W. H.
10 D Leach, Dr. E. J.
8 F Lee, Shorty
30 F Lettunich, L. W.
26 E Lund, Arthur
2 F Lundholm, B. E.
10 B Denny, Lynn

M

14 C Madeira, D. A.
28 E Malcolm, R. K.
44 D Maller, Leo
11 A Markham, Walter
28 D Martin, Kate
3 D Martin, W. J.
23 A Matthews, G. E.
18 E McAdams, C. A.
7 D McCargar, Fred S.
19 C McFadden, Chas.
35 C McFadden, D. P.
34 C McHarry, Earl
39 D McKinnon, D. F.
13 F Merrill Packing Co.
41 C Meyenberg, J. P.
20 E Monterey Brewing Co.
40 C Monterey County Bank
40 B Monterey Co. Ice & Development Co.
6 A Monterey County Surveyors, Inc.
34 D Monterey Co. Title & Abstract Co.
5 C Moore, I. W.
44 B Moy, Harry
29 B Muller Mortuary
41 D Myers, F. S.
24 C Myers, Ralph

N

18 F Nissen, W. B.
16 F Norris, Mrs. Walter
33 E Nugent, H. A.
1 B Nutting, K. R.
11 E Nusz, Dr. O. H.

O

35 B S. W. Ollason
43 C Olsen, Isabelle
32 C Outhier, C. B.
1 F Owen, Roy

P

8 C Parker, Garth
22 E Patrick Corp., A. R.
4 B Paine, Walter
20 D Pioda, Chas. L.
12 E Prader, J. I.

R

13 C Reeves, Wiley
10 C Reeves, W. R.
36 C Rianda, A. V.
19 B Richardson, Geo.
16 D Russell, H. P.

S

44 E Schumann, Meyer
21 B Schween, W. J.
20 C Scott, Russell
14 B Sego Milk Products Co.
26 F Settrini, Gus
25 D Sheehy, Stella
16 B Shell Oil Co.
42 E Sherwood Family
5 E Silacci, H. E.
15 E Silacci, H. E.
13 E Silacci, Ki
10 E Silacci, Wm.
11 B Silliman, Geo.
42 B Silva, Jack
40 F Smith, Chas. M.
1 E Snell, T. W.
3 F Somavia, John
27 D Sooy, C. H.
21 A Southern Pac. Milling Co.
18 B Southern Pac. Milling Co.
24 A Souza, John
30 C Spiegl, E. H.
29 F Standard Oil Co.
11 D Stirling, Lester
22 A Storm, D. A.
27 C Strobel, H. E.
41 E Board of Supervisors

T

31 D Tavernetti, A. A.
29 C Tavernetti, W. R.
37 B Terrill, W. J. B.
2 D Tholcke, Grover
41 B Thompson, L. J.
25 B Tickle, E. H.
16 C Trescony, J. G.
33 C Tynan, L. M.
3 C Tynan, L. M.
29 E Tynan, L. M.

V

39 F Vertin & Edmonds Co.

W

4 E Weybret, Fred
20 B Wiebe, Dr. F. E.
24 D Whitehill, I.
42 C Williams, Jennie D.
30 B Williams, P. W.
9 E Williamson, G. F.
19 F Williamson, G. F.
44 F Williamson, G. F.
36 B Wyatt, L. E.
37 D Wyatt, L. E.

Z

8 B Zabala, Anna
7 C Zabala, Mrs. W. W.

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MISSION TRAILS BUILDING
on TREASURE ISLAND

Compliments . . .
SALINAS VALLEY WAX PAPER CO.
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THE CLIFT HOTEL
SAN FRANCISCO
Headquarters for ALL SALINAS FOLKS

CAVALCADE OF A NATION
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The Greatest Historical Pageant Ever Produced
on World's Largest Stage
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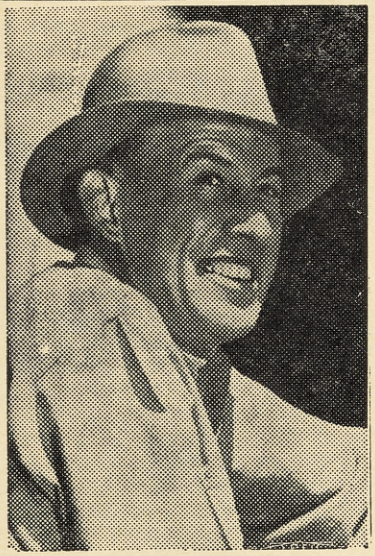
To Salinas People . . .
Congratulations on a Great Rodeo
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Dunning Motor Co.
DE SOTO PLYMOUTH
SALES and SERVICE

A. L. Brown & Sons
231 Main St.—Adjoining Fox Theatre Phone 7245

Gilroy Round-Up & Gymkhana
AUGUST 31 (Night Show) SEPTEMBER 1-2

Thanks to Weilands Beer for announcing car



. . . Vote For . . .
JOHN Z. (Jack) ANDERSON
(Incumbent)
Primary Election, August 27, 1940

JOHN Z. (Jack)
ANDERSON
(INCUMBENT)
for
CONGRESS
EIGHTH CALIFORNIA DISTRICT

What Jack Anderson Stands for . . .

- Protect farmer and manufacturer against cheap foreign imports.
- Stop interference with business and farming. Put men and money to work.
- Be fair to labor and business A sound labor act. Eliminate monopolies now.
- Make adequate pension provisions for aged. Protect security act funds.
- Cut living costs. ALL must live.
- Economize. Stop waste, graft, frills.
- Stop spoils system. Service on merit.
- Stop Communism, foreign entanglements.
- Stop making more unemployed. A job for every man. Local relief control.
- Stop centralization. Restore balance constitutional government and "states rights."

Trophy Donors for 1940—Rodeo Association of America

R.A.A. PRIZES

This show is a member of the Rodeo Association of America and as such issues points in each of the Arena Events. The contestant who receives the most points in each event at all of the member shows becomes the champion of that event, and the contestant who receives the most points in all the events becomes the World's Champion Cowboy for that year.

LEVI STRAUSS & CO.

Makers of Levi Overalls and other western apparel are giving $500 in cash and a gold and silver belt buckle to the **Grand** Champion cowboy winning most R.A.A. points at all R.A.A. Shows.

MONTGOMERY WARD & CO.

are giving $400 in Cash—$200 to the Champion Bull or Steer Rider, $125 for second place and $75 for third place.

HARRY ROWELL

Rodeo Stock Contractor of Hayward, Calif., is giving $200 in Cash to the Champion Bronc Rider.

KEYSTON BROS. SADDLERY

of San Francisco, Calif., is offering a $250 saddle to the Champion Single Roper.

PORTER SADDLE COMPANY

of Phoenix and Tucson, Ariz., is offering $100 in Cash to the Champion Calf Roper, and Silver Belt Buckles to each of the 2nd, 3rd, 4th, 5th and 6th place winners in the Champion Cowboy listing.

CHARLES HOWARD

Buick Automobile dealer, of San Francisco and Los Angeles, Calif., offers $100 in Cash to the Champion Steer Decorator and $50 in Cash for the second place winner.

H. J. JUSTIN & SONS BOOT CO.

of Ft. Worth, Texas, offers $100 in Cash to the Champion Team Roper and $50 in Cash for the second place winner.

JOHN B. STETSON HAT CO.

of Philadelphia, Penn., offers $100 in Cash to the Champion Steer Wrestler.

HAMLEY'S SADDLE COMPANY

of Pendleton, Oregon, is offering $100 in Cash to the 25th place Champion Cowboy.

THE SPANISH TRAILS FIESTA

of Durango, Colo., offers $100 in Cash to the Champion Bareback Rider.

WEST HOLLIDAY COMPANY

of San Francisco, Calif., publishers' representatives, offers $50 in Cash to the second place Champion Calf Roper.

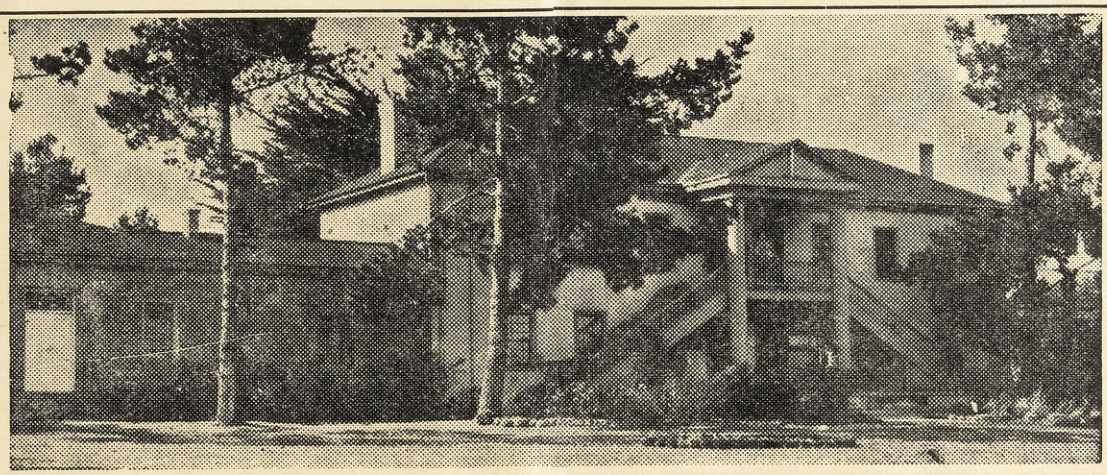
SALANT AND SALANT

manufacturers of Uncle Sam Work Shirts, New York, N. Y., offers $50 in Cash to the 2nd place Champion Bronc Rider.

LICHTENBERGER-FERGUSON SADDLE CO.

of Los Angeles, Calif., is offering $50 in Cash to the 2nd place Champion Steer Wrestler Rider.

(The Rodeo Association of America does not guarantee the donating of any trophies.)



COLTON HALL in Monterey—where the first Constitution of California was drafted—now a part of the Monterey civic center.

Compliments of . . . HIGHLANDS INN on State Highway No. 1—4 Miles South of Carmel—Serving BREAKFAST, LUNCH and DINNER.

Re-Elect . . . **ED. TICKLE, Senator of California**

3:32
TRACK EVENT NO. 12

WATER WAGON

3:33
TRACK EVENT NO. 13

MOUNTED MACHINE GUN DEMONSTRATION BY 2ND SQUADRON, 11TH CAVALRY

3:48
TRACK EVENT NO. 14

COWBOY PONY EXPRESS RACE
One and One Half Miles

Entrance fee $2.50 per team. Purse $860. Daily Prizes $215. 1st $100, 2nd, $70; 3rd, $45. Not less than three entries. Each rider will be allowed three horses and one assistant for each horse. Contestants will not be allowed to change horses during race without the consent of the judges. All contestants must mount "pony express style" and **wear colors whene riding.**

NO.	RIDER	OWNER
1	C. Crane	II Cavalry
2	J. Mallory	J. J. Millerick
3	E. Rossall	Marvin Roberts
4	Floyd Murphy	Floyd Murphy
5	Burel McBrien	Cuff Burrell

3:52
TRACK EVENT NO. 15
PARADE OF BREEDING CLASS WINNERS

Morgans 3 yrs and over, A. H. Schmidt; Morgans 2 yrs. and 1 yr., A. H. Schmidt; Morgan Stallions, Mrs. Davis; Thoroughbreds 3 yrs. and over, Lester Stirling; Thoroughbreds 2 yrs. and 1 yr., Linn Hodges; Stallions, W. B. Norris; Half Thoroughbreds 3yrs and over, Allen Jacks; 2 yrs, A. V. Rianda; 1 yr., Walter Markham; Get of Sire Half Thoroughbred, A. V. Rianda, Jr.

BEST DISPLAY OF COWHORSE TYPE ON HALTER

Entry fee $5.00. Purse $100. Divided $40, $30, $20, $10. Entry fee added. Horses will be judged as to soundness and ability to be good cowhorse type. This class for mares, geldings and stallions.

1st—Pair Olsen Steltzer Boots by Daley's Bootery—Salinas.
2nd—Pair Silver Spurs by Richardson Motor Company—Salinas.
3rd—Silve Bbelt Set by California Rodeo Association.

219-Hazel Marion	259-D. R. Wilder
22-Mary Riley	112-Wm. Jeffery
223-F. H. Riley	3-Mrs. & Mrs. Frank Waer
226-Roe Martin	6-J. E. Lauder
233-Evelyn Norris	18-Albert Hansen
244-O'Niell Ranch	14-Marie Weinman
245-O'Niell Ranch	25-Tod Tucker
249-Tom Belcher	67-Lizell Faxon
120-Jim Lapierre	89-Jim Cumming
129-Mrs. Cuff Burrell	36-Wm. D. Brinan
140-Lelie Davis	105-Joe Algrava
143-Viola Walling	113-Al Ray
146-C. B. Sharp	162-Bert Dozier
251-Otto Hansen	164-Mae C. Duckworth
256-Geanne Hillman	169-Dixie Martin
277-Jimmie Griffin	175-Marjorie Homer
286-Glex Wilson	176-John Somavia
287-A. V. Rianda, Jr.	178-Ralph Myers
293-Coy Griffin	199-Bill Hargis

4:02
TRACK EVENT NO. 16
JUNIOR BOYS AND GIRLS STOCK HORSE CLASS
12 Years and Under

Required to work horses as judges see fit. The decision of judges in regards to age of children to be final. No contract outfit allowed to enter and horses shown in this class cannot be shown in open, novice or reined class.

BOYS: 1st, Headstall by Mr. and Mrs. J. Leslie Grainger; 2nd, Martingale by Monterey County Ice & Development Co.; 3rd, Pair Spurs by Chief of Police Lappiere; 4th Knife and Sheath by Carlyon's Leathercraft Co.; 5th Pair Silver Conchas by Mr. Geo. S. Gould; 6th, Pair Spur Leathers by Mr. Jim Bungard; 7th, Hair Rope by Salinas Newspapers, Inc.; 8th, Blanket by City of San Francisco; 9th, Belt and Rope by City of S. F.; 10th, Hair Rope by City of S. F.; 11th, Hair Rope by City of S. F.

GIRLS: 1st, $20 Merchandise Order by Mr. and Mrs F. E. Dayton, 2nd, Merchandise Order by M. and Mrs. W. Markham; 3rd, Silver Belt set by Mayor and Mrs. E. J. Leach; 4th, Headstall by City of San Francisco; 5th, Trophy by Wm. Butts; 6th, Blanket by Economy Drug Stores; 7th, Hair Rope by City of San Francisco.

1-Harry Stevens, Jr.	238-Donald Lamar
18-Albert Hansen, Jr.	119-Bud Parlett
21-Buddy Agraz	19-Anna Lee Hansen
78-David Hudson	20-Virginia Agraz
81-Howard Leach	33-Shirley Florence Brinan
186-Russell Santos	34-Edith Joy Brinan
188-Frankie DeAmaral	35-Martha Jean Brinan
212-Reg Jesperson	39-Patricia Tynan
227Marvin Roberts, Jr.	40-Joan Barnes
228-Lawrence Roberts	297-Ellyse Spiegl

4:22
TRACK EVENT NO. 17

COWGIRL RELAY RACE
One and One-Half Miles

Entrance fee $250 per team. Purse $860. Daily Prizes $215. 1st, $100; 2nd, $70; 3rd, $45. Each rider may be assisted in mounting Each rider will be allowed three horses and one assistant for each horse. Contestants will not be allowed to change horses during the race without the consent of the judges. Contestants **must wear colors when riding.**

HORSE	RIDER	OWNER
1	Leah Ferris	Floyd Murphy
2	Lois Grub	J. J. Millerick
3	Della Shriver	A. G. Shriver
4	Alma Rossell	Cuff Burrell

4:28
TRACK EVENT NO. 18

BEST DISPLAY OF STOCK HORSES (2) AND EQUIPMENT
Most elaborate horses and equipment owned by one person or company.

1st—Gold Cup by Johnson's Garages, Salinas.
2nd—Hand carved holster by Carlyons' Western Leathercraft Co.

3-Mr. & Mrs. Frank Waer	294-Harold Bishop
200-Joe Souza	299-A. L. Benson

BEST DISPLAY OF STOCK HORSES (3) AND EQUIPMENT
Best working horses and equipment owned by one person or company.

1st—Pair Spurs by Kink City Stampede.
2nd—Silver Belt by Carlyons' Wester Leathercraft Co.

178-Ralph Myers	242-O'Niel Ranch
222-Mary Riley	243-O'Niel Ranch
224-Tom Hudson	275-O. J. Roen

4:38
TRACK EVENT NO. 19
JUNIOR BOYS AND GIRLS STOCK HORSE CLASS
Over 12 Years and Under 16

Required to work horses as judges see fit. The decision of judges in regards to age of children to be final. No contract outfit allowed to enter and horses shown in this class cannot be shown in open, novice or reined class.

2-Robert Armstrong	264-Elmer Morisoli
27-Jack Martin	270-Lyle Henderson
56-Eddie Sarmento	271-L. Roy Layton
70-Fred Gatzman, Jr.	298-Philip Spiegl
108-Billie Ostendorf	79-Betty Riley
160-John Lothrop	92-Shirley Scofield
161-Tom George	93-Marion Church
187-Donald Santos	41-Janice Tynan
189-Jim Walters	219-Hazel Marion
145-David Moore	254-Barbara McReynolds
255-Carl Johnson	259-D. R. Wilder

BOYS: 1st, Silver Bit by Mr. and Mrs. Gunnar Tornberg; 2nd Silver Belt Set by Mr. and Mrs. E. E. Harden; 3rd Pair Reins by Vince Arena; 4th Saddle Blanket by Mr. and Mrs. A. D. Lacey; 5th, Trophy by Mr. and Mrs. Albert Hansen; 6th, Pair Stirrups by Monterey County Ice & Development Co.; 7th, Pair Hobbles by Mr. and Mrs. Horace Wisely.

GIRLS: 1st, Silver Headstall by Mr. and Mrs. L. M. Tynan; 2nd, Pair Silver Spurs by Mr. and Mrs. Bruce Church; 3rd, Pair Chinks by Mr. and Mrs. W. B. Grainger; 4th, Silver Braclet by Mr. and Mrs. Art Sbrana; 5th Pair Reins by Mr. and Mrs. T. R. Merrill.

4:58
TRACK EVENT NO. 20
BEST COWHORSE—OPEN CLASS

Purse $150. Horses to be shown as judges desire. Horses must be serviceably sound and free from natural blemishes. All horses to be shown in Spanish or Half-Breed bits. No bosal, nose strap or martingale. All chinn straps must be plain leather. All other types barred. Points: rein, 35; conformation, 30; manners, 35. An entry fee of $15.00 will be charged, to be added to the purse, the purse and the entry fees to be divided as follows: 1st, 40%, 2nd, 30%; 3rd, 20; 4th, 10%. Horses shown can not go in novice class. This class to work cattle. Stallions, mares or geldings judged equally.

1st—Silver Cup by the Hub, Whitehill's—Salinas.
2nd—Silver Headstall by Nolte and Olsen Saddle Company, S.F.
3rd—$10.00 Merchandise Order by Garcia Saddlery, Salinas.

15-Wayne Cutler	199-Bill Hargis
25-Tod Tucker	201-Fred Alm
170-L. M. Tynan	251-Otto Hansen
173-Frank Grimes	185-A. K. Beckley
185-A. K. Beckley	

5:08
TRACK EVENT NO. 21

ROMAN RACE

NO.	RIDER	TROOP
1	Vaught	H. Q. Troop
2	Stevenson	F. Troop
3	C. Crane	M. G. Troop
4	Furney	B. Troop

5:13
TRACK EVENT NO. 22
WILD HORSE RACE

Purse $400. No Entrance fee. Day money: 1st, $40; 2nd, $25; 3rd, $15; 4th to 20th, $2.50. Contestant will be allowed two helpers only. Failure to bring lead rope to judges after race will forfeit any monies. Entry money must be paid in other event. In case contestant loans his number to someone else for this event then both will forfeit all winnings in all events

No.	RIDER	
154-Harry Rhodes		193-Milt LaFrankie
155-Dan Southworth		202-Walter Padia
157-Howard Brown		213-Bill Boekenoogen
177-Micky Roberts		128-Carol Henrey
179-Frank Mendes		209-Walt Heacock
180-Jim Perry		257-Noah Henry

SPECIAL AWARDS

CHAMPION COWBOY OF THE 1940 RODEO—Salinas, $250.00 Saddle, Presented by, Montgomery Ward, Salinas Store.

Junior Champion Cowboy or Cowgirl of the 1940 Show
Wm. Jeffery Perpetual Recognition Trophy

ARMY EVENTS
Track Event—Cup by the California Rodeo.
Arena Event—Cup by The California Rodeo.

Royal Crown Cola Co. Donates 24 case Royal Crown Cola to Entrants in Junior Stock Horse Class.

OUR THANKS TO: Dr. Shumate of San Francisco for the Six Mule Team and Tally-Ho . . . and . . . Edgar Stimson of Hood, California for the Four Horse Team and Stage Coach.

CONTESTANT'S NAMES AND NUMBERS

1 Harry H. Stevens, Jr., Salinas
2 Robert Armstrong, Berkeley
3 Mr. and Mrs. Frank Waer, Santa Ana
4 Buck Mills, San Diego
5 Smoky Moran, Portland, Ore.
6 J. E. Lauder, Coalinga
7 Bart Clennon, Deadwood, S. D.
8 George Graves, San Joaquin
9 Mrs. H. H. Stevens, Salinas
10 Paul H. Caswell, Salinas
11 Dogie Davidson, Hanford
12 Asbury Schell, Tempe, Ariz.
13 Marion Vincent, Porterville
14 Mai Weinman, San Francisco
15 Wayne Cutler, Reno
16 Dick Griffith, Scottsdale, Ariz.
17 H. H. Mueller, San Fernando
18 Albert Hansen, Jr., Salinas
19 Anna Lee Hansen, Salinas
20 Virginia Agraz, San Jose
21 Buddy Agraz, San Jose
22 Chas. Jones, Florence, Ariz.
23 G. Wesley Lyons, Castroville
24 Jeff, Parrish, Salinas
25 Tod Tucker, Calistoga
26 Hilliard Comstock, Santa Rosa
27 Jack Martin, Reedley
28 Dan Da Rosa, Jr., San Juan
29 Ray Martin, Reedley
30 Jack Myers, Red Bluff
31 Wilbur McKinsey, Carmel
32 Fox O'Callahan, Newhall
33 Shirley Florence Brinan, San Ardo
34 Edith Joy Brinan, San Ardo
35 Martha Jean Brinan, San Ardo
36 Wm. D. Brinan, San Ardo
37 Howard V. Smith, Spreckels
38 Nick Knight, Cody, Wyo.
39 Patricia Tynan, Salinas
40 Joan Barnes, Salinas
41 Janice Tynan, Salinas
42 Hugh Strickland, Burbank
43 Bud Cook, Long Beach
44 Chuck Haas, Bakersfield
45 Doff Aber, Wolf, Wyo.
46 Harry Knight, Florence, Ariz.
47 Carl Dossey, Phoenix, Ariz.
48 Buster Wolf, Santa Ynez
49 Smoky Snyder, Buena Park
50 Duward Ryan, Buena Park
51 Gene Arrants, Selma
52 Pat Kelly, Tipton
53 Jim Richards, San Rafael
54 Bob De Lorme, Carmel
55 Louie Galindo, Gilroy
56 Eddie Sarmento, Gilroy
57 Bill Clark, Petrolia
58 Buck Wheeler, Nampa, Idaho
59 Chet McCarty, Hotchkiss, Colo.
60 Cecil Henley, Hayward
61 Carl Mendes, Visalia
62 Clay Carr, Visalia
63 Andy Jauregui, Newhall
64 Harry Logue, Newhall
65 R. T. Buell, Buellton
66 Joe Burrell, Hanford
67 Lizell Faxon, San Juan
68 Maida McCray, Hollister
69 Chester Cook, Oakdale
70 Fred Gotzman, Jr., Oakdale
71 Tommie Rhodes, Sombrero Butte, Ariz.
72 Jackie Cooper, Newhall
73 Tony Benedictis, San Jose
74 Al Skelton, San Jose
75 Jim Hudson, Willcox, Ariz.
76 Gordon Davis, Bryn Maur
77 Bill Richardson, Encino
78 David Hudson, Carmel
79 Betty Riley, Carmel
80 Geo. M. Laurence, Vallejo
81 Howard Leach, Salinas
82 Fred Valenzuela, Tulare
83 Walt Stuart, Willits
84 Loren Fredericks, Visalia
85 Sam White, Pixley
86 Lloyd Hood, Klamath Falls, Ore.
87 Perry Cotton, Corcoran
88 Eddie Rogers, Hayward
89 Jim Cumming, Watsonville
90 Jack Etcheverry, Hollister
91 Joe Edwards, Irvine
92 Shirley Scofield, Salinas
93 Marion Church, Salinas
94 Bill McMacken, Trail City, S. D.
95 Gene Pruett, Yakima, Wash.
96 Paul Carney, Chandler, Ariz.
97 Alva Stanley, San Lucas
98 Harold Gil, King City
99 Chas. Okers, Hernandez
100 John Wooford, Kernville
101 Lillian Dake, Salinas
102 Fritz Truan, Salinas
103 Leonard Mitchell, Salinas
104 Mrs. W. Phelps, Carmel
105 Joe Algrava, Carmel
106 Bob Estes, Baird, Texas
107 Johnnie Arancibia, Dos Palos
108 Billie Ostendorf, Salinas
109 Bill Clemons, Florence, Ariz.
110 Pete Grubb, Florence, Ariz.
111 French Walden, Tulare
112 W. Jeffery, Salinas
113 Al Ray, Van Nuyes
114 Bill McGuire, Wolf Point, Mont.
115 Glen Shaw, Escalon
116 Sam Howe, Petaluma
117 Al Hayes, Fresno
118 Charles Parlet, Jolon
119 Bud Parlet, Jolon
120 Jim Lapierre, Salinas
121 Sam Rodriguez, San Jose
122 Ronald Russell, King City
123 Cliff Kilfoyl, Santa Cruz
124 Robert Hemphill, Tres Pinos
125 Cap Evans, Jolon
126 G. F. Williamson, King City
127 Ki Silacci, Salinas
128 Carrol Henry, Round Mountain
129 Mrs. Cuff Burrell, Hanford
130 Alvin Wells, Jolon
131 Joe Mattos, Salinas
132 Joe De Melle, Visalia
134 Frank Schneider, Isabella
135 Gerald Garner, Salinas
136 Dell Owens, Meeker, Colo.
137 Sunny Bernard, San Ardo
138 Dutch Wilson, Solvang
139 Truck Smith, Pleasanton
140 Lelia Davis, Richmond
141 Felix Cooper, Bakersfield
142 Tex Raibourn, Carmel
143 Viola Walling, Carmel
144 Shela Moore, Carmel
145 David Moore, Carmel
146 C. B. Sharp, Hollister
147 J. Harold Vasche, Merced
148 Tex Rudolph, Yuma, Ariz.
149 Bob Barmsby, Perkins
150 John Ojeda, Hollister
151 Kenneth Gunter, Benson, Ariz.
152 Zack McWiggins, Phoenix, Ariz.
154 Harry Rose, Hollister
155 Dan Southworth, Tres Pinos
156 Chuck Sheppard, Globe, Ariz.
157 Howard Brown, Salinas
158 Arch Ambler, Salinas
159 Tiger Lopez, Salinas
160 John Lothrop, Salinas
161 Tom George, Salinas
162 Bert Dozier, Greenfield
163 Pete Duckworth, Salinas
164 Mae C. Duckworth, Salinas
165 Jim Brister, Duncan, Ariz.
166 Don Wilkins, Duncan, Ariz.
167 Ray Bartram, Hayward
168 John Gerig, Hayward
169 Dixie Martin, Gonzales
170 L. M. Tynan, Salinas
171 Al Coelho, Fresno
172 Allan G. Jespersen, Cholome
173 Frank Grimes, Tres Pinos
174 Forrest Homer, Salinas
175 Marjorie Homer, Salinas
176 John Somavia, Pacheco Pass
177 Mickey Roberts, Monterey
178 Ralph Myers, Salinas
179 Frank Mendes, Visalia
180 Jim Perry, Carmel
181 Cleve Kelley, Fort Worth, Texas
182 Joe Violini, Salinas
183 John Bartram, Salinas
184 Leon Santos, Berkeley
185 A. K. Beckley, Berkeley
186 Russell Santos, Berkeley
187 Donald Santos, Berkeley
188 Frankie De Amaral, Robles Del Rio
189 Jim Wolten, Carmel
190 Marie Hemphill, Tres Pinos
191 Rose Caldera, Salinas
192 Lola Galli, Tres Pinos
193 Milt La Frankie, Salinas
194 Jim Indart, Hollister
195 Frank Galli, Tres Pinos
196 Bill Caldera, Hollister
197 Mrs. Jim Indart, Hollister
198 Ray Arano, Watsonville
199 Bill Hargis, Salinas
200 Jos. A. Souza, Salinas
201 Fred Alm, Lockwood
202 Walter R. Padia, Salinas
203 Hugh Clingman, Castle Hot Springs Ariz.
204 Bert Scales, Salinas
205 Ken Boekenoogen, Gonzales
206 Ray Kohrs, Moraga
207 Joe Mendes, Visalia
208 John Mendes, Visalia
209 Walter Heacock, Twin Falls, Idaho
210 Bill Erickson, Fresno
211 Ernest Gill, Madera
212 Reg Jesperson, Salinas
213 Bill Boekenoogen, Gonzales
214 Henry Bird, Salinas
215 Joe Stewart, Monterey
216 Jack Long, Salinas
217 Arleigh Riggons, Watsonville
218 Dick Herren, Carmel
219 Hazel Marion, San Francisco
220 Robert Young, Salinas
221 Clark Nyswonger, Camarillo
222 Mary Riley, Carmel
223 T. F. Riley, Carmel
224 Tom J. Hudson, Carmel
225 Weldon Bascom, Compton
226 Roe Martin, Salinas
227 Marvin Roberts, Jr., Salinas
228 Lawrence Roberts, Salinas
229 Mrs. Marguerite Roberts, Salinas
230 Jack Huber, Salinas
231 Ray O'Connell, San Francisco
232 Mrs. C. E. Hunter, San Jose
233 Evelyn Norris, Salinas
234 Rudolph Gill, Exeter
235 Gary Garlinger, Chualar
236 Ben Violini, Salinas
237 Chas. A. Whitlow, Florence, Ariz.
238 Donald Lamar, Salinas
239 Vic Castro, Livermore
240 Vern Castro, Richmond
241 Ernest George, Livermore
242 O'Niel Ranch, Fresno
243 O'Niel Ranch, Fresno
244 O'Niel Ranch, Fresno
245 O'Niel Ranch, Fresno
246 O'Niel Ranch, Fresno
247 O'Niel Ranch, Fresno
248 O'Niel Ranch, Fresno
249 Tony Belcher, Fresno
250 Frank Molarius, San Jose
251 Otto Hansen, San Mateo
252 Nettie Hansen, San Mateo
253 Bob Lockie, Red Bluff
254 Barbara McReynolds, Tres Pinos
255 Carl Johnson, Woodland
256 Jeanne Hillman, Paso Robles
257 Noah Henry, Round Mountain
259 D. R. Wilder, Santa Cruz
260 H. G. Hansen, Chualar
261 Tom Mattart, Salinas
262 Sidney Hardy, Salinas
263 Rose Walling, King City
264 Elmer Morisoli, Chualar
265 Nick Segrant, Salinas
266 Cliff Hicks, Santa Monica
267 Ted Engelsman, Santa Cruz
268 E. V. Dorsey, San Jose
269 Budd Roberts, San Jose
270 Lyle Henderson, Salinas
271 L. Roy Layton, Monterey
272 Bill McGrath, Watsonville
273 Agnew Shea, San Jose
274 John R. McGrath, Watsonville
275 O. J. Roen, San Jose
276 Dorothy Hill, San Jose
277 Jimmy Griffin, Salinas
278 Bill Bowen, Fresno
279 John Bowman, Oakdale
280 Homer Pettigrew, Grady, N. M.
281 Earl Moore, Clovis, N. M.
282 Sammy Hancock, Roswell, N. M.
283 Don Satiolla, San Francisco
284 Irvin Bray, King City
285 Jim Barbee, King City
286 Glex Wilson, Los Gatos
287 A. V. Rianda, Jr. Salinas
288 Leonard Bloch, Hayward
289 John F. Quiriu, San Jose
290 Mrs. John E. Olson, San Francisco
291 Phil Winegar, Vernalis
292 Rose Whitman, Pleasanton

MONTEREY COUNTY FAIR
SEPTEMBER 26-29

San Benito County Saddle Horse Show
AUGUST 23-24-25

Drink **... Monterey Beer and Ale ...** A Home Product

RULES AND REGULATIONS FOR ARENA EVENTS OF THE 1940 CALIFORNIA RODEO

BRAHAMA BULL RIDING

Riders must take bulls as they come in chute and must ride as their names appear on program. Any rider turning down bull or refusing to ride or not being ready to ride when called will be disqualified and not allowed to ride for day money that day or any following in this event, and shall also forfeit his entrance fee. All entries go each day. Riders allowed eight seconds to make ride.

Riding to be done with loose rope and one hand. This will be a four ride average. Each contestant must wear a cowboy hat, boots and spurs when coming out of chute. The judges' decision will be final in this contest.

DALLY STEER ROPING

Ropers must take steers as they come in chute and ropers must rope as their names appear on program. Any roper turning down steer or refusing to rope or not being ready to rope when called will be disqualified and not allowed to rope for day money that day, or any day following in this event and also shall forfeit his entrance fee. First three days one-third of all entries go each day. All contestants having made time go on fourth day for two steer average.

Each contestant will be allowed one throw and on failure to catch must retire immediately from arena. Roper must dally to stop steer. No tied ropes allowed. Ropers will start from behind barrier. Ten seconds fine for breaking barrier.

Steer belongs to roper after he crosses deadline regardless of what happens. Steer to be roped by head or horns or head and one horn. Five seconds fine for head or horns and one front foot. All other catches disqualify, including one horn and figure eight on the nose.

Time to be taken when horse has been brought to a stop facing steer with rope tight. If steer is handled roughly at any time, the contestant will be disqualified if in the opinion of the field judges he has intentionally done so. Any question as to catch in this contest will be decided by the judges. Each contestant must wear cowboy hat and boots.

BRONC RIDING

Riders must ride as their names appear on program. Any rider turning down horse, or refusing to ride, or not being ready to ride when called will be disqualified, and not allowed to ride for day money that day, or any day following in this event, and shall also forfeit his entrance fee. All riders go each day.

Horses and association saddles will be furnished by the management, and the management will draw mounts for riders. If rider draws a horse he has once ridden during this contest, he must draw again, and must ride as often on any horse as judges deem necessary. Riding to be done with plain halter and one rein. Rein must be without tape or knots. Rein hand must show daylight above horse's neck as rider leaves chute. Hand and rein must be on same side of horse's neck. After the horse leaves the chute, everything the rider does will be counted for or against him.

The matter of re-rides will be decided by the judges. Riders allowed 10 seconds to make the ride. Any of the following offenses will disqualify rider—being bucked off; coasting with feet against horse's shoulders; changing; hands on rein; wrapping rein around hand; pulling leather; losing a stirrup; failure to leave starting place with both spurs against horse's shoulders; not being ready to ride when called; use of any substance on any part of rider's clothing or an any part of his equipment; cheating in any manner to prevent horse from doing his best; riding otherwise than with straight rein from halter ring to rider; riding with locked rowels. This will be a four ride average. Each contestant must wear a cowboy hat, chaps, boots and spurs when coming out of the chute. The judges' decision will be final in this contest.

DALLY TEAM ROPING

Ropers must take steers as they come in chute, and ropers must go as their names appear on program. Any roper turning down steer or refusing to rope, or not being ready to rope when called will be disqualified and not allowed to rope for day money that day or any day following in this event, and also shall forfeit his entrance fee. First three days one-third of all entries go each day. All teams having made time go on fourth day for two steer average.

Contestant allowed to enter but one time. Each contestant will be allowed to carry but one rope. Each team allowed four throws in all. Roper roping steer without turning loose the loop will be considered no catch.

Contestant will start from behind a barrier. Ten seconds fine for breaking barrier. Steer belongs to roper after he crosses deadlin regardless of what happens. Ropers must dally to stop steer. No tied ropes allowed. Steer to be roped first by head or horns or head and one horn. Five seconds fine for head or horns and one front foot. All other catches disqualify including one horn and figure eight on the nose. Steer to be roped by one or both hind feet. Allowing steer to back into loop not permitted. Straight time for two hind foot catches. Five seconds added to time for one hind foot catch.

Steer to be stopped but not thrown. Time will be taken when steer is stopped, both horses facing steer in line with ropes tight. Steer must not be handled roughly at any time and ropers may be disqualified if in the opinion of the field judges they have intentionally done so. Any question as to catches in this contest will be decided by the judges. Each contestant must wear a cowboy hat and boots.

BAREBACK BRONC RIDING

Riders must ride as their names appear on program. Any rider turning down horse, or refusing to ride, or not being ready to ride when called will be disqualified, and not allowed to ride for day money that day, or any day following in this event, and shall also ferfeit his entrance fee. All riders go each day. One hand rigging to be used.

Horses will be furnished by the management, and the management will draw mounts for riders. If rider draws a horse he has once ridden during this contest he must draw again and must ride as often on any horse as judges deem necessary. After horse leaves the chute, everything the rider does will be counted for or against him.

The matter of re-rides will be decided by the judges. Riders allowed 8 seconds to make the ride. Each contestant must wear a cowboy hat, boots and spurs when coming out the chutes. The judges decision will be final in this contest.

STEER WRESTLING

Contestant must take steers as they come in chute, and must go as their names appear on program. Any contestant turning down steer or refusing to take steer, or not being ready to take steer when called, or failing to jump at steer after he does take him, will be disqualified, and not allowed to compete that day or any day following in this event, and also shall forfeit his entrance fee. All entries go each day. Horses cannot be used more than three times during each performance.

Contestant and hazer will start from behind a barrier. Ten seconds fine for breaking barrier. Steer will be given start. Steer belongs to contestant after he crosses deadline, regardless of what happens. After catching steer, wrestler must bring it to a stop and twist it down. If steer is accidently knocked or thrown down before being brought to a stop, or is thrown by wrestler putting animal's horns to ground, it must be let up on all four feet and then thrown. Steer will be considered down only when it is lying flat on its side, all four feet out and head straight. The fairness of catch and throw will be left to the judges and their decision will be final.

Hazer must retire from field as soon as wrestler catches his steer and must not render any assistance to contestant while contestant is working the steer. Failure to observe this rule will impose penalty on contestant.

There will be a time limit of 90 seconds in this contest. If wrestler has not caught and thrown his steer in 90 seconds, he will retire from arena on signal and be given no time.

CALF ROPING

Ropers must take calves as they come in chute and ropers must go as their names appear on program. Any roper turning down calf or refusing to rope or not being ready to rope when called will be disqualified and not allowed to rope for day money that day or any day following in this event, and also shall forfeit his entrance fee. All entries go each day.

Roper will start from behind a barrier. Ten seconds fine for breaking barrier. Calf belongs to roper after he crosses deadline, regardless of what happens. Roper roping calf without turning loose the loop will be considered no catch.

Each contestant will be allowed to make two throws, and on failure to catch must retire immediately from arena. Catch as can and catch must hold until roper gets his hands on calf. Roper must use a neck rope or strap and arrange rope and reins to prevent horse from dragging calf. Roper must not bust calf, but dismount, go down rope and throw calf by hand, cross and tie any three feet and throw up both hands as signal for time. If calf is down when roper gets to it, it must be let up and thrown by hand. The tie must hold until passed on by tie judge. If tie comes loose or if calf gets up before tie is ruled a fair one, the roper will be marked no time. Time limit sixty seconds.

If roper intentionally busts calf or handles calf roughly at any time, he will be fined or disqualified, at the discretion of the field judges. This will be a four calf average. Each contestant must wear a cowboy hat, and boots. Any question as to catches and ties in this contest will be decided by the judges.

WILD COW MILKING

Roper must take cows as they come in chute, and ropers must go as their names appear on program. Any roper turning down cow or refusing to rope or not being ready to rope when called will be disqualified and not allowed to rope for day money that day or any other day following in this event, and also forfeit his entrance fee. One fourth of all entries go each day.

Each contestant will be allowed to carry but one rope and can make one throw and on failure to catch must retire immediately from arena. **Ropers must dally to stop cow. Tied ropes not allowed. If rope is caught or tied or not free on saddle horn before or after roper dismounts to milk cow, he will be disqualified and marked no time.** Contestant will start from behind a barrier. Ten seconds fine for breaking barrier. Cow belongs to roper after she crosses deadline regardless of what happens. Cow to be roped by head or horns, or head and one horn, or head and horns and one front foot. All other catches disqualify including one horn and figure eight on the nose.

If cow is handled roughly at any time, the roper will be disqualified if in the opinion of the field judges he has intentionally done so. All muggers or helpers must stay out of arena until called.

WILD HORSE RACE

Contestant will be allowed 2 helpers only. Failure to bring lead rope to judges after race will forfeit any monies. Entry money must be paid in other event. In case contestant loans his number to someone else for this event then both will forfeit all winnings in all events.

76

Compliments of

UNION OIL COMPANY

Featuring the Three Leaders

76 Gasoline

Triton Motor Oil

Stop-Wear Lubrication Service

"50th Year of Service to the West"

THANX!

Due to lack of space ads from the following were necessarily left out . . . Thanks for sending them in.

H. C. Capwell's, Oakland; **The White House,** and **The Emporium,** San Francisco; **Old Stagg's Corral,** on the Bay Shore Hiway, Palo Alto; **O'Brien's,** and **Hotel St. Claire,** San Jose; **Dinah's Shack,** Palo Alto; **The Anderson Hotel,** San Luis Obispo; **Santa Maria Inn,** Santa Maria; **Barbara Hotel, and El Encanto Hotel,** Santa Barbara; **California Hotel,** and **Fresno Hotel,** Fresno; **Roslyn, Alexander,** and **Savoy Hotels,** Los Angeles; **Clift, Manx, California Hotels,** San Francisco.



A THRILL A MINUTE

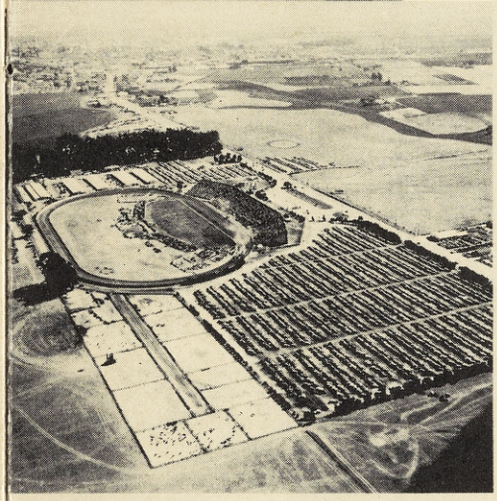
Honored guests include LEO CARRILLO, famous screen star and descendant of one of California's first cattle families.

Upper Left—
ABE LEFTON, King of Rodeo Announcers, miking over the Gilmore Oil Company announcing system at the Salinas Rodeo.

Left Center—
HOMER HOCUM, famous rodeo clown, taking a "Set Back" by Mortimer Snerd, his able assistant.

Left Bottom—
NORMA JEAN SILACCI, daughter of Ki Silacci, Arena Director, practicing up for Kiddie activities at the Salinas Rodeo.

Other Pictures—
Parades, Salinas Cowboy Band and pictures of Roman Races and scenes behind the chutes.

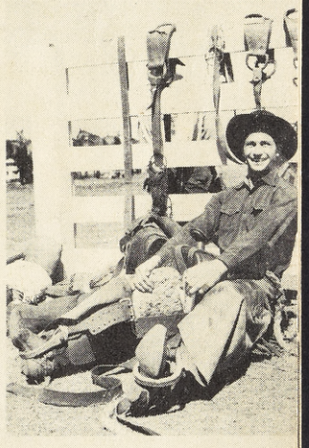


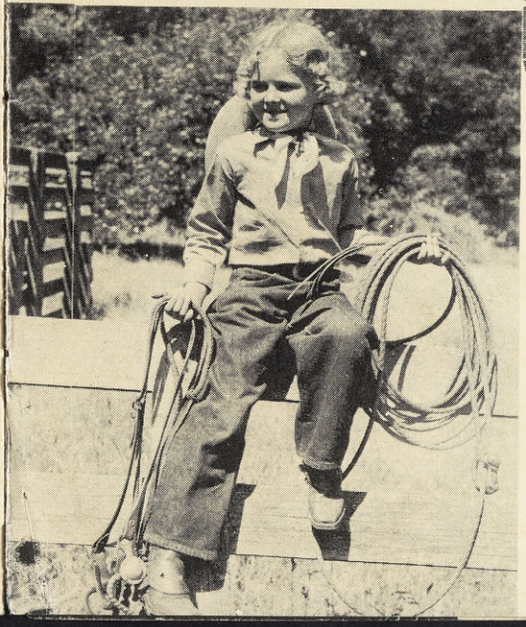




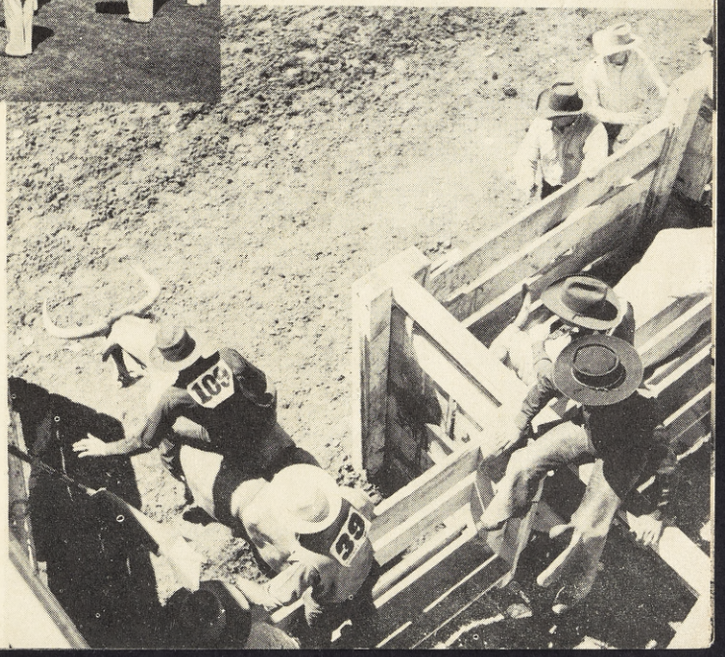












OUTSTANDING OUTDOOR HIGH

Below you will find the pictures of California's Outstanding Outdoor High School Girls. They have been selected for their scholastic ability, healthful appearance, personality, and lastly, their horsemanship. Judging in Salinas takes place as follows:
HORSEMANSHIP—2:00 p. m. Wednesday, July 17, at Rodeo Grounds.
INTELLIGENCE TEST—5:00 p. m. at the Junior College.
HEALTHFUL OUTDOOR APPEARANCE—8:00 a. m. Thursday, July 18, at Fox California Theatre.
PERSONALITY—9:00 a. m. Thursday, Fox California Theatre.







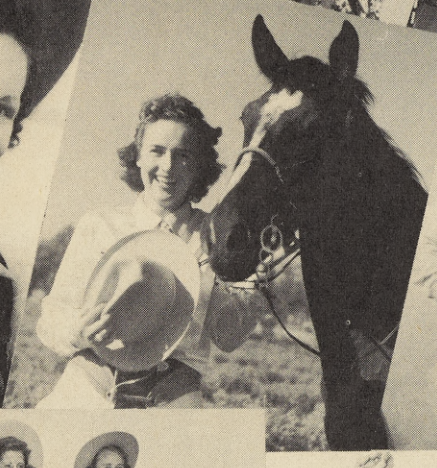
























Left to right by rows—First Row—
Shirley Boock - - - - - - - Gilroy
Beverly Van Buren - - - - - - Watsonville
Phyllis Gadwood - - - - - - Red Bluff
Lorna Sheveland - - - - - - Vallejo
Second Row—
Annette Kirkman - - - - - - - Tracy
Charity Jack - - - - - - - - Avenal
Marcelle Clements - - - - - - Richmond
Jean Claussen - - - - - - - Gonzales
Cecelia La Velle - - - - - - King City
Alvena Preisser - - - - - - - Roseville
Third Row—
Mary Lou McPherson - - - - - Amador
Marian Martin - - - - - - - Fresno
Betsy Sturtevant - - - - - - Modesto
Georgeana Elam - Visalia Rodeo 1940, Tulare High School
Geraldine Jennison - - - - - Caspar
Marjorie Hopper - Shandon, San Luis Obispo County
Fourth Row—
Group picture of San Francisco Contestants
Left to right, top—Hazel Wierbick, Drew High School (S.F. winner); Patricia Flaherty, Balboa High; Barbara Tyler, Lower High; Betty Nielsen, Polytechnic High; Mariam Johnson, Galileo High; Mary Jo Morrison, Girls High; Marjorie Gerdes, George Washington High
Patricia Adcock - - - - Salinas Hostess
Dawn Overhulse - - - - - Monterey

SCHOOL GIRLS OF CALIFORNIA

On Wednesday noon, contestants and their mothers are guests at a luncheon at the Santa Lucia Inn and at the Cominos Hotel for dinner. Following the dinner, they will take part in the Kiddie Kapers Parade, then go to Foley Burk Carnival, where they are guests on all rides and shows.

Thursday morning they are breakfast guests at the Jeffery Hotel and at noon they are guests of the governor at the Elks Club. Following this luncheon, the girls will ride in the stage coach to the rodeo grounds, where first, second and third place winners are announced.



Left to right by rows—First Row—

Monica Thomas - - - - - Pittsburg
Jimmie Rogers - - - - - Palm Springs
Hazel Wierbick - - - - - San Francisco
Mary Fitz-Patrick - - - - - Santa Paula

Second Row—

Shirley Head - - - - - - Chico
Barbara Ellen Scott - - - - - Ukiah
Irene Picchetti - - - - - - Cupertino
Beverly Baumgart - - - - North Sacramento
Jackie Van Sicherer - - - - - Alameda

Third Row—

Sandi Brauer - - - - Oakland Candidate
Anita Torzilla - - - - Oakland Candidate
Betty Corrigan - - - - Oakland Candidate
Georgine Bihlman - - - - - Live Oak
Thelma Giacomazzi - - - - - San Jose

Fourth Row—

Shirley Morse - - Huntington Beach, Orange County
Mary Smyth - - Templeton Union High School, San Luis Obispo

Four Contestants with Patricia Adcock, Salinas Hostess

UNITED STATES ARMY IN ACTION



The Directors of the Rodeo at Salinas felt that it was important to devote a major part of rodeo time to army participation and they recommend that rodeo visitors take a trip to Camp Ord, which is located only four miles from Salinas.

This Military Reservation, consisting of 20,000 acres, is located in northwestern Monterey County, bordering on the south bank of the Salinas River and extending from the Salinas-Monterey Road to the Monterey Bay seashore.

The original area of 16,000 acres was purchased in 1916 by the War Department for an artillery range. Little use was made of this area by service troops until about 1936. With the concentration of regular army forces in divisional training areas, beginning with Fort Lewis, Washington, the Ord area was designated as a winter training section for the Third Division which occupied this area for the first four months of 1940. Following the successful training of the Third Division, the War Department recently designated this area as a divisional training post and acquired an additional 4000 acres. At the present time two or more divisions are now designated to occupy this territory before the end of this current year. Through WPA expenditures a total of $2,000,000 was used for clearing areas, building roads and for the construction of necessary buildings. Recently an allocation of $2,225,000 has been made for contract expenditures for the completion of necessary housing for at least two divisions, one to be located at Camp Ord on the banks of the Salinas River and the other at Camp Clayton on the Monterey-Castroville road. It was estimated that there will be approximately 25,000 men occupying this military area by the end of the current year.

The Camp Ord Military area is particularly advantageous in its designation as the Second Divisional Post on the Pacific Coast because of the fact that it is strategically located at the area for defense of San Francisco if attacked from the sea. It permits a normal firing range for all field artillery and with a substantial sector of the Monterey Bay it affords anti-aircraft firing and long range firing into that Bay area. With the network of roads leading from the Ord Military area into the Salinas Valley and the valley areas located to the north and east, and to the National Guard Military Reservation in San Luis Obispo to the South, it is adapted for training motorized units.



